**Guidelines to advertise a shared service success story**

To advertise success stories some methods can be used: Flyers, Posters, WebPages, Information documents or Interviews.

The first issue is, who is the Receiver of the Success Story and who is the Sender.

The Sender can be the producer of the Service, User of the Service, Supporter, etc… but the role must be clear as it probably has an impact on the type of message to convey.

Similarly when we focus on the Receiver we have to know our audience:  Is it a Manager, a Methodologist, a Subject matter Specialist or an IT person?

The answers to the questions may/must be different for each group of Senders and Receivers and for each group we have to find the proper guidelines to answer questions in these areas:

General questions like: How long is it used in the NSI; Who uses it? What for? Is It integrated in the production process or just ad-hoc? Is it used in more than one NSI?

Who is the source of the service? Knowing the source is relevant? (in terms of credibility, trustness, reliability of the institution, preexisting contacts with that organization)? Is the service easily connectable with the source? How? How is the service advertised? How can someone become aware of it? In which forum? In  peers meetings (of IT or Subject Matter or other)?

Other questions more related to the Service itself can also be applied to both type of senders: service producer/sharer and reusurers.

How is the service described? To which group of users is the communication more directed (ideally to all the four mentioned above)? Is additional help necessary for the service deployment and/or use?

What is the channel to obtain the service? How is it accessible? Is a Manual available? Is there any help desk for starting up in place?  Is there any support for day to day operation? If yes, how does it work?

Does the possibility to provide feedback on the service exist? If yes, how? If no, Why?

Is it easy to know about and obtain new versions of the service when needed?

Which internal (resistance to change for example) or external (national policies, etc.) obstacles to the use of that service were detected? How were they overcome?

Were any internal or external incentives to use that service? If yes which?

How difficult is it to install/deploy the service? As easy as described in the manual?

The next table tries to summarize these questions and the corresponding target. However even if the question can be addressed to all recipients, the way it is transmitted will have to be tailored to the type of receiver.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Manager | Methodologist | Subject matter Specialist | IT person |
| Who is the source of the service? | X | X | X | X |
| Knowing the source is relevant? (in terms of credibility, trustiness, reliability of the institution, pre-existing contacts with that organization)? | X | X | X | X |
| Is the service easily connectable with the source? | X | X | X |  |
| How? | X | X | X |  |
| How is the service advertised? | X | X | X |  |
| How can someone become aware of it? | X | X | X |  |
| In which forum? | X | X | X | X |
| In  peers meetings (of IT or Subject Matter or other)? | X | X | X | X |
| How is the service described? |  | X | X |  |
| To which group of users is the communication more directed? | X | X | X | X |
| Is additional help necessary for the service deployment and/or use? |  |  |  | X |
| What is the channel to obtain the service? |  |  |  | X |
| How is it accessible? |  | X | X | X |
| Is a Manual available? |  | X | X |  |
| Is there any help desk for starting up in place? |  |  |  | X |
| Is there any support for day to day operation? |  | X | X |  |
| how does it work? |  | X | X |  |
| Does the possibility to provide feedback on the service exist? |  | X | X |  |
| How? |  | X | X |  |
| Why not? | X | X | X |  |
| Is it easy to know about and obtain new versions of the service when needed? |  | X | X | X |
| Which internal (resistance to change for example) or external (national policies, etc.) obstacles to the use of that service were detected? | X |  |  |  |
| How were they overcome? | X |  |  |  |
| Were any internal or external incentives to use that service? | X |  |  |  |
| If yes which? | X |  |  |  |
| How difficult is it to install/deploy the service? |  |  |  | X |
| As easy as described in the manual? |  |  |  | X |